

# SHOPPING CENTER AND RETAIL FACILITIES

*Publications and Market Feasibility Studies*

## PUBLICATION/SUBSCRIPTION DATA

QUARTERLY RETAIL OUTLOOKS AVAILABLE BY SUBSCRIPTION

- Covers the Washington, DC Metro area.
- Only report of its kind, covering vacancy, rents, inventory, planned projects, trends, sales, etc.

## SERVICES OF THE FIRM

MARKET ANALYSIS

- Market Studies are prepared by executives of the firm who are Counselors of Real Estate (CRE)
- Survey of existing and proposed competitive retail space.
- Projection of demand, by type of retail goods and services.
- Definition of market area and key transportation system factors.
- Comparison of supply and demand, by goods/services sold, so as to evaluate development opportunities.

DEVELOPMENT PROGRAMMING AND FINANCIAL ANALYSIS

- Tenant plan and timing recommendations.
- Rent roll and retail sales estimates.
- Specification of features, finishes, rents, work letter, etc.
- Financial evaluation to include cash flow projections with estimated revenues and expenses of operations and/or development.

PROJECT EVALUATION AND REPOSITIONING

- Evaluation of underperforming retail center with comparison to peer group performance.
- Recommendations for tenant, physical and marketing improvements and re-niching.

## ILLUSTRATIVE OF RECENT ASSIGNMENTS

REGIONAL SHOPPING MALLS

The principals have extensive experience in assessing market feasibility and re-use opportunities with dozens of regional malls. A sample listing follows:

- Valley Fair Mall, San Jose, CA
- Springfield Mall, Springfield, VA
- Fair Oaks Mall, Fairfax, VA
- Landmark Mall, Alexandria, VA
- Dadeland Mall, Miami, FL
- Burlington Mall, Boston, MA
- Montgomery Mall, North Bethesda, MD

SUBURBAN SHOPPING CENTERS

- **Lottsford Road Center**, Landover, MD. Market analysis and development program recommendations regarding timing and scale of development as well as tenant mix. Part of pre-development planning and zoning approval process, including expert testimony. A Washington Homes development.
- **Rio at Washingtonian Center**, Gaithersburg, MD. Market study of this entertainment anchored community center for evaluation of collateral on an existing loan. A Charles Ackerman development.

## URBAN/IN-CITY CENTERS AND FESTIVAL RETAIL MARKETS

- **Grand Avenue**, Milwaukee, Wisconsin. Market study for 1.0 million S.F. retail re-development of downtown Milwaukee. A Rouse Company development.
- **Nashville CBD**, Nashville, Tennessee. Revitalization study for 200,000 S.F. of festive retail space as part of Nashville's re-niching its downtown.
- **Towson Commons**, Towson, Maryland. Market analysis and leasing plan of this planned 160,000 S.F. specialty retail center. Theater economics, structured parking and multi-floor issues addressed. A development of LaSalle Partners.
- **2000 Pennsylvania Avenue**, N.W., Washington, DC. A 70,000 S.F. urban center. Leasing upgrade plan and analysis of competitive peer group performance. An asset of George Washington University.
- **Torpedo Factory**, Historic Waterfront, Alexandria, Virginia. A 60,000 S.F. festive retail market. Large food court component. Market study on a land lease.
- **DuPont Down Under** food court in an abandoned trolley station under DuPont Circle, Downtown Washington, DC. Extensive evaluation of underperforming facility. Analysis of upscale food courts in the CBD and recommendations for re-niching the project. Involved issues of affordable rent, mix and volume of food types, access and visibility, among many others.

## NATIONAL PRACTICE IN PROVIDING RETAILERS WITH MARKET ENTRY STRATEGIES

The firm routinely assists retail tenants in entering a metro market area by providing site evaluations, business plans and entry strategies to a variety of store types including:

- Fast food & restaurant facilities
- Grocery and department stores
- Big box and discount stores
- Car washes
- Anchor Department Store

## CLIENTS/REFERENCES FOR SHOPPING CENTER SERVICES OF THE FIRM

- Alexis Iszard, Esq.  
Combined Properties  
1025 Thomas Jefferson St., NW  
Suite 700 East  
Washington, DC 20007  
202.736.2863  
aiszard@combined.biz
- Mr. Mallory Walker  
Walker & Dunlop  
7501 Wisconsin Ave., #1200  
Bethesda, MD 20814-6531  
301.215.5500  
mwalker@walkerdunlop.com
- Mr. Gary Rappaport  
Rappaport Companies  
8405 Greensboro Drive, Suite 830  
McLean, VA 22102-5118  
571.382.1200  
gdr@rappaport.com
- Mr. Christopher Wild  
Brandywine Real Estate Management  
10140 Kingsbridge Avenue  
Tampa, FL 33626  
813.792.7551  
cwild@brandywine-financial.com
- Ms. Kim Adams  
Brambleton Group, LLC  
42395 Ryan Road, Suite 301  
Brambleton, VA 20148  
703.722.2860  
Kim.Adams@brambleton.com
- Ms. Stephanie M. Bylan  
St. Charles Community, LLC  
222 Smallwood Village Center  
St. Charles, MD 20602  
301.843.8600  
sbylan@acptrust.com
- Mr. B. Frank Saul, III  
B.F. Saul Co.  
7501 Wisconsin Avenue, Suite 1500  
Bethesda, MD 20814-6522  
301.986.6000  
Liz.cook@bfsaulco.com
- Mr. John Tschiderer  
Federal Realty Investment Trust  
1626 East Jefferson St.  
Rockville, MD 20852  
301.998.8374  
jtschiderer@federalrealty.com
- Mr. Richard S. Lake  
Roadside Development  
1730 Rhode Island Ave., NW  
Suite 512  
Washington, DC 20036  
202.375.7950